

Philip Morris Direct Marketing
**Coupon Basic Data Sheet
and
UPC Code Order Form**

Use this form to provide the basic information about a program which will include coupons as well as to request UPC Code assignment and art. Send this form to the PM Direct Marketing Assistant., 120 Park Avenue - 14th Floor, New York, New York 10017. Telephone (212) 878-2326 with questions.

Today's Date: ____/____/____ UPC Size %: _____

Prepared By: _____ Ext: _____
Send UPC To: _____

Name: _____ Address: _____
Company
Name: _____ City/State/Zip: _____

Brand/Program Information: This Information is REQUIRED before a UPC will be issued.

Brand: _____ Brand Share: _____ Brand Status: ☐ New ☐ Test ☐ Established
☐ Line Extension - Nat'l
Program Number: _____ POS # _____ ☐ Line Extension - Test

Program Description: _____
(Please Be Specific)

Audience Reached: ☐ Offensive ☐ Defensive ☐ Both
Timing: ☐ Yearly ☐ Quarterly ☐ Holiday ☐ Other
Season: ☐ Winter ☐ Spring ☐ Summer ☐ Fall
Capture Names?: ☐ Yes ☐ No

Coupon Distribution Information: This Information is REQUIRED before a UPC will be issued.

Distribution Date: ____/____/____ Expiration Date: ____/____/____ Estimated Redemption Rate: _____ %

Total Circulation: _____ Max. Redemp. Cost/Coupon: \$ _____

Areas of Distribution

Will Coupons Be Distributed:

- ☐ Nationally
☐ Regionally
☐ On a Test Basis

Will the Distribution Include:

- ☐ Military
☐ Non-Military

Distribution-break by PM Region:

PM Region	# of Coupons Released (000)
1	_____
2	_____
3	_____
4	_____
5	_____
Total	_____

Method of Distribution (check only one per UPC):

- | | |
|---|---|
| <input type="checkbox"/> Magazine On Page | <input type="checkbox"/> FSI Inserts - Co-op |
| <input type="checkbox"/> Magazine Tip-In | <input type="checkbox"/> Hand Distribution |
| <input type="checkbox"/> Magazine Special Unit | <input type="checkbox"/> Retailer Coupon |
| <input type="checkbox"/> Control Circ. Magazine | <input type="checkbox"/> Direct Mail - Solo |
| <input type="checkbox"/> ROP/Newsp. Single | <input type="checkbox"/> Direct Mail - Co-op |
| <input type="checkbox"/> ROP/Newsp. Co-op | <input type="checkbox"/> In-Pack-Own Product |
| <input type="checkbox"/> Sunday Supp.-Single | <input type="checkbox"/> On-Pack-Own Product |
| <input type="checkbox"/> Sunday Supp.-Co-op | <input type="checkbox"/> Immediately Redeemable |
| <input type="checkbox"/> FSI Inserts - Solo | <input type="checkbox"/> All Other: _____ |

Please Explain

Over, Please - More Required Information on Back